

# **BIC VIDEO TAPES**

## **INC. BUSINESS RESOURCE VIDEOS**

Creating A Winner

Do It Yourself Marketing

Lean Mean Machine-Audio

Maximize Cash Flow Video

Women in Business Video

More Sales More Profit Video

Home Business Video

How To Find New Customers

Family Business Video

Growing The Company Video

Customer Service Video

Successful Sales Relations Video

Business Plan Video

Effective Sales Calls Video

A Vision for a Successful  
Sales Strategy Video

Deal With Buying Objections Video

Raising Capital Video

Closing The Deal Video

Managing People Video

Effective Follow Up Video

Managing Your Time Video

Run a Small Company Part 1 Video

Run a Small Company Part 2 Video

Run a Small Company Part 3 Video

Run a Small Company Part 4 Video

Start Your Own Business Video

Mackay on Customer Service

Customer Service Through Quality Video

## **SBA VIDEOTAPES**

(Available at pre F.Y. 2000 BICs)

Each VHS videotape below comes complete with a workbook.

### **MARKETING: WINNING CUSTOMERS WITH A WORKABLE PLAN # VT01**

Take advantage of this easy-to-follow course and develop the marketing plan designed to meet your goals. Developed by two of the country's leading small business marketing experts, this hands-on program offers a step-by-step approach to writing the best possible marketing plan for your business.

### **THE BUSINESS PLAN: YOUR ROAD MAP TO SUCCESS # VT02**

Learn the essentials of developing a business plan that will lead you to capital, growth and profitability. This video teaches you what to include, what to omit, and how to get free help from qualified consultants when developing your business plan.

### **PROMOTION SOLVING THE PUZZLE # VT03**

Master the components that make a successful promotional campaign -- advertising, public relations, direct mail and trade shows. This videotape shows you how to put the pieces together. Learn how to choose the best advertising medium for your needs, and much more.

### **HOME-BASED BUSINESS: A WINNING BLUEPRINT # VT04**

This practical program examines the essentials of operating within a productive and profitable home-based business -- from designing your home office and avoiding isolation to networking strategies and building an image that gets you taken seriously.

### **BASICS OF EXPORTING # VT05**

This videotape shows you how to open the doors to international markets. This tape provides information on: getting your goods overseas, payment mechanisms, selling and distributing overseas, international marketing and sources of financial assistance.

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